



SPORTS MEDIA & COMMUNICATION

Description

A national leader in collegiate athletics, the University of Nebraska–Lincoln attracts many students who have a strong interest in sports. The sports media and communication major provides students with a unique opportunity to fulfill their aspirations of pursuing a career in sports without being a competitive athlete. Students start by creating a strong foundation of sports knowledge and skills from a variety of perspectives, including journalism, broadcasting, advertising, public relations, and marketing. Students then have the ability to add depth to their upper-level electives.

The college has offered sports courses for decades, including courses in sports broadcasting, sports writing, and sports media relations and promotion, and it has produced highly successful alumni working in sports for major media organizations across the United States. Faculty have built relationships with sports media organizations that provide special learning opportunities for students, such as ESPN, FOX Sports University, BigTen Network, Special Olympics, as well as local stations and agencies.

The sports media and communication major offers a plethora of employment opportunities for students, including jobs in sports journalism, sports announcing, sports information, sports marketing, sports event planning, sports community relations, graphic and Web design in sports, multimedia storytelling in sports, and sports media entrepreneurship.

The faculty, with many professional contacts both locally and nationwide, actively help students find jobs within the state and throughout the country. Students interested in majoring in sports media and communication should contact the college office in 147 Andersen Hall, 402-472-3041.

College Requirements

College Admission

The entrance requirements for the College of Journalism and Mass Communications are the same as the admission requirements for the University of Nebraska–Lincoln.

These include:

- English (4 units)
- Mathematics (4 units)
- Social studies (3 units)
- Natural sciences (3 units)
- Foreign language (2 units)

One unit equals one year of high school credit. Students with one deficiency or two deficiencies, but not in the same category, who receive a Deferred Admission or Admission by Review, may be considered for admission to the college. Students who are admitted through the Admission by Review process with core course deficiencies will have certain conditions attached to their enrollment at the University of Nebraska–Lincoln. These conditions are explained under Admission to

the University, Removal of Deficiencies. High school deficiencies must be removed during the first 30 credit hours of enrollment at Nebraska or the first calendar year, whichever takes longer.

Admission GPA

Any student transferring into the college must have at least a 2.0 GPA. A student with 12 or more hours of college credit must have at least a 2.0 GPA to be admitted or readmitted to the College of Journalism and Mass Communications.

Readmission

A student who left the University not in good standing (below a 2.0 grade point average) may be readmitted in the Explore Center. Such a student would be eligible to reenter the College of Journalism and Mass Communications upon attaining a 2.0 cumulative GPA.

Other Admission Requirements

Students from other Colleges

College of Journalism and Mass Communications courses will be restricted to College of Journalism and Mass Communications majors except where stipulated differently. Students from colleges and departments with a written agreement with the College of Journalism and Mass Communications will be exempt from this policy. Permission may be granted by an associate dean of the College of Journalism and Mass Communications in special circumstances following the directives provided by the faculty in these matters. Details about agreements with programs outside the College of Journalism and Mass Communications are listed on the college's website (<https://journalism.unl.edu/non-majors/>).

ESL Students

Applicants who speak English as a second language must present a TOEFL score of 70 or higher, which includes a subscore of at least 20 on the writing test. Additionally, broadcasting majors must present a score of at least 45 on the Test of Spoken English.

College Degree Requirements

College General Education Requirements

To graduate with a bachelor of journalism degree, students must complete requirements from the following areas:

- the University ACE requirements
- the requirements for a major offered by the college
- the non-major requirements that are specific to the college

College Non-Major Requirements

The college non-major requirements (NMR) are designed to further the purposes of liberal education by encouraging study in several different areas. Courses satisfying these requirements may impart specialized knowledge or broadly connect the subject matter to other areas of knowledge.

Group 1—Achievement-Centered Education (ACE)

All College of Journalism and Mass Communication students must complete the University ACE requirements. The CoJMC requires all ACE courses be completed outside the college except ACE 10. Courses within the college are those with the following prefixes: ADPR, BRDC, JOMC, JOUR, SPMC. For the ACE 3 requirement, students must complete a

statistics course from the following options: STAT 218 or CRIM 300 or EDPS 459 or SOCI 206.

Group 2—Courses Outside of the College (60 hours)

Candidates for the bachelor of journalism degree must abide by the Accrediting Council on Education in Journalism and Mass Communication accrediting guidelines, receiving a well-rounded liberal arts and science education. The CoJMC requires 60 semester hours be completed outside the college. Courses within the college are those with the following prefixes: ADPR, BRDC, JOMC, JOUR, SPMC. The same course restrictions and exclusions are noted on the College of Journalism and Mass Communications catalog page (<https://catalog.unl.edu/undergraduate/journalism-mass-communications/>).

Group 3—Minor Outside of the College

CoJMC majors must complete one minor or an approved University of Nebraska–Lincoln undergraduate certificate of 12 or more credit hours **outside** the College of Journalism and Mass Communications. Students may complete more than one minor or certificate if they wish.

Generally, CoJMC courses will not count toward a minor or certificate outside the college unless the course is approved as part of the minor, certificate or the department offering the minor approves the substitution. The CoJMC course that was substituted cannot be a required course in the CoJMC major and cannot count toward the total number of hours in the CoJMC major.

Group 4—Languages—Classical and Modern: 0-10 hours

A student who has completed the fourth-year level of one world language in high school is exempt from the college's language requirement. All modern or classical language courses, as well as American Sign Language courses, will also count in Group 2.

Options for completion of language requirement for students who completed less than the fourth-year level in high school:

1. Students who have completed at least two years of one world language in high school may satisfy the college's language requirement by completing through the second level of a single language. Language study at UNL is available in: ARAB, CHIN, CZEC, FREN, GERM, GREK, JAPN, LATN, SPAN, or SLPA.¹
2. Students who have completed less than two years of one world language in high school, may satisfy the college's language requirement by completing through the fourth level of a single language. Language study at UNL is available in: ARAB, CHIN, CZEC, FREN, GERM, GREK, JAPN, LATN, SPAN, or SLPA.²
3. Students who believe that they are proficient through the 4th level in a language taught at UNL, but who do not have high school or college credit for that level, can seek a proficiency assessment from a faculty member in that language. Contact the academic advisor for that language to be directed to the right faculty member.

A student who believes they are proficient through the 4th level of a language we do not teach may be able to arrange a proficiency test through a private service. Contact the Director of Advising for the College of Journalism to discuss possible next steps.

¹ Courses offered at UNL that complete the sequence include: ARAB 102, CHIN 102, CZEC 102, FREN 102, GERM 102, GREK 102 or GREK 151, JAPN 102, LATN 102, SPAN 102 or SPAN 110 or SPAN 300A, or SLPA 102.

² Courses offered at UNL that complete the sequence include: ARAB 202, CHIN 202, CZEC 202, FREN 202 or FREN 210, GERM 202, GREK 301

and GREK 302, JAPN 201 and JAPN 202, LATN 301 and LATN 302, SPAN 202 or SPAN 210 or SPAN 300A, or SLPA 202.

Group 5

At least 30 of the 120 semester hours of credit must be in courses numbered above 299 and 15 of the 30 hours required above 299 must be University of Nebraska–Lincoln hours/completed in residence.

Minimum Hours Required for Graduation

A minimum of 120 semester hours of credit is required for graduation from the College of Journalism and Mass Communications.

Grade Rules

C- and D Grades

The college will accept no more than 15 semester hours of grades less than a C from any program outside the University of Nebraska system. No grades less than a C will count toward a CoJMC major. The college will honor minimum grade requirements stipulated by departments offering minors outside the college.

Pass/No Pass

The college will accept up to 24 hours of Pass/No Pass courses toward a bachelor of journalism degree, subject to the limits stated below.

All courses in the College of Journalism and Mass Communications must be taken for grade only unless otherwise specified. This applies to both majors and non-majors.

The Pass/No Pass (P/N) option is designed to be used by students seeking to expand their intellectual horizons by taking courses outside the college in areas where they may have minimum preparation without adversely affecting a student's grade point average.

1. Neither a P (pass) nor an N (no pass) contributes to a student's GPA.
2. P is interpreted to mean a grade of C or better. A student who earns a C- or lower will receive a grade of N.
3. The 24-hour college limit does not include courses offered on a Pass/No Pass only basis or AP credit. This limit does apply to transfer courses from UNO, UNK, UNMC, and other institutions.
4. P/N hours can count toward fulfillment of group requirements up to the 24-credit hour maximum (if the course is eligible as a P/N course).
5. Students may change from graded to P/N or vice versa only until halfway through the course. In either case, they must speak with an advisor before doing so.

Residency

Students must complete at least 30 of the 120 total hours for their degree at Nebraska. Students must complete at least half of their major coursework including 15 of the 30 hours required above 299 in residence. Students transferring hours into the advertising and public relations, broadcasting, journalism, or sports media and communication majors must meet additional requirements, which are described under Transfer Credit Rules. To encourage participation in international study, the college accepts all prior-approved education abroad credits as hours in residence.

Transfer Credit Rules

The goal of the following policy is to ensure that students from other campuses meet the same standards required of students who take

all their courses at the University of Nebraska–Lincoln’s College of Journalism and Mass Communications.

The college will accept up to 6 hours in journalism and mass communications courses taken at institutions that do not have an ACEJMC-accredited journalism and mass communications program. Students must take the remainder of the required hours in their ADPR, BRDC, JOMC, JOUR, or SPMC majors from the University of Nebraska–Lincoln. All students must complete the college’s capstone course designated for their major. At the University of Nebraska–Lincoln, students from ACEJMC-accredited programs may request equivalency reviews of the required courses at those schools. Degree candidates must accumulate 60 credit hours of non-journalism and mass communications classes. These are to be selected from ACE courses outside of journalism and mass communications courses or courses in disciplines listed as Liberal Education/Liberal Arts, which includes non-vocational ALEC courses, College of Business courses and College of Fine and Performing Arts courses.

Credit for courses taken at foreign universities and colleges will be transferred only after evaluation by the associate dean. This evaluation may include examination of the student over subject matter studied at the foreign institution.

ACE Requirements

All students must fulfill the Achievement-Centered Education (ACE) requirements. Information about the ACE program may be viewed at ace.unl.edu (<http://ace.unl.edu>).

Catalog Rule

Students who left the university in good standing may be readmitted to the College of Journalism and Mass Communications and they may choose the catalog under which they wish to graduate according to the following guidelines:

1. Students must fulfill the requirements stated in the Undergraduate Catalog for the year they enter the College of Journalism and Mass Communications or in any subsequent catalog published while they are enrolled in the college.
2. No returning student may use a catalog that is 10 years old or older. In addition, any student seeking graduation credit for a College of Journalism and Mass Communications course taken more than 10 years prior to graduation must demonstrate mastery of the material currently included in that course at the proficiency level satisfactory to the associate dean and one or more faculty members qualified to teach the course in question. Students unable to demonstrate satisfactory mastery of the course material will be required to repeat the original course or a corresponding contemporary course designated by the college’s advisory committee, if the original course is no longer offered.

Learning Outcomes

Graduates of sports media and communication will be able to:

1. Understand and apply the principles and laws of freedom of speech and press as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the

right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.

2. Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.
3. Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.
4. Present images and information effectively and creatively, using appropriate tools and technologies.
5. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
6. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
7. Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.
8. Effectively and correctly apply basic numerical and statistical concepts.
9. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
10. Apply tools and technologies appropriate for the communications professions in which they work.

Major Requirements

The courses required for a 52-hour major in sports media and communication are as follows:

Specific Major Requirements

JOMC 100	The First Year Experience	1
JOMC 101	Principles of Mass Media	3
JOMC 130	Introduction to Design Thinking	1
JOMC 131	Visual Communication Core Modules I	1
JOMC 132	Visual Communication Core Modules II	1
JOMC 133	Visual Communication Advanced Modules	1
JOMC 134	Visual Communication Project	2
JOMC 20	Professional Development/Sophomore Experience	0
JOMC 98	Senior Assessment	0
JOUR 200A	Fundamentals of Editing and Reporting I	3
JOMC 222	Social Justice, Human Rights and the Media	3
SPMC 150	Introduction to Sports Media and Communication	3
SPMC 250	Beginning Sports Writing for News and Promotion	3
SPMC 350	Sports Data Visualization and Analytics	3
SPMC 450	Sports Media and Communication Capstone (ACE 10)	3
ADPR 464 / SPMC 464	Sports Media Relations & Promotions	3
JOMC 486	Mass Media Law	3
JOMC 487	Media, Ethics and Society	3
Credit Hours Subtotal:		37

Electives

CoJMC 300/400 Electives

Select 9 hours of CoJMC electives at the 300 or 400 level (courses with ADPR, BRDC, JOMC, JOUR, or SPMC prefixes)	9
<i>CoJMC Elective</i>	
Select an additional 3 hours of CoJMC electives (courses with ADPR, BRDC, JOMC, JOUR, or SPMC prefixes)	3
The Experience Lab	3
JOMC 197 Experience Lab	
JOMC 297 Experience Lab	
JOMC 397 Experience Lab	
Credit Hours Subtotal:	15
Total Credit Hours	52

Students may complete additional majors in the College of Journalism and Mass Communications by completing all requirements for each major. However, the additional major(s) in the college will not take the place of a concentration or any of the 60 hours required outside the college.

Graduating seniors also must complete JOMC 98 Senior Assessment. Typically, JOMC 98 is taken in the last semester.

Additional Major Requirements

Grade Rules

C- and D Grades

No grades less than a C will count toward a CoJMC major.

Pass/No Pass

All courses in the College of Journalism and Mass Communications must be taken for grade, except JOMC 20, JOMC 98, JOMC 100, JOMC 192, JOMC 197, JOMC 292, JOMC 297, JOMC 392, JOMC 397, JOMC 492, JOMC 495, JOMC 497, and JOUR 348. This applies to both majors and non-majors.

Bachelor of Journalism in Sports Media and Communications with the Master of Arts in Journalism and Mass Communication

In an accelerated program, a student may count up to 12 credit hours of approved graduate courses toward both the current undergraduate degree and the later graduate degree. Students must apply for graduate admission and be accepted prior to enrollment. For more information, visit <https://graduate.unl.edu/academics/programs/accelerated-masters/accelerated-masters-faq> (<https://graduate.unl.edu/academics/programs/accelerated-masters/accelerated-masters-faq/>).

The following courses are approved for this program:

<i>Specialization in Integrated Media Communications</i>		
ADPR 834	Digital Insight & Analytics (replaces ADPR 434)	3
ADPR 850	Public Relations Management and Case Studies (replaces ADPR 450)	3
ADPR 866	Social Media Theory and Practice (replaces ADPR 466)	3
ADPR 884	Brands & Branding (replaces ADPR 484)	3
JOMC 886	Mass Media Law (replaces JOMC 486)	3
JOMC 887	Media, Ethics and Society (replaces JOMC 487)	3

<i>Specialization in Professional Journalism</i>		
ADPR 850	Public Relations Management and Case Studies (replaces ADPR 450)	3
JOMC 820	Financial Communications (replaces JOMC 420)	3
JOMC 822	Race, Gender, and Media (replaces JOMC 422)	3
JOMC 886	Mass Media Law (replaces JOMC 486)	3
JOMC 887	Media, Ethics and Society (replaces JOMC 487)	3
JGRD 819	Graduate Writing, Reporting and Editing (replaces JOUR 4XX)	3

Grading Requirements

Grading rules as defined by the undergraduate degree/major apply. Please consult your academic advisor and/or the department graduate chair for grading policy as it relates to credit applying toward a graduate degree.

Esports Media and Communication Certificate

Requirements for Certification Offered by Department

Fifteen (15) hours of coursework as follows:

Required Courses

SPMC 291	Special Topics	3
JOMC 317	Video Games & Society	3
SPMC 464	Sports Media Relations & Promotions	3
Credit Hours Subtotal:		9

Electives

Select two from the following:		6
BRDC 369	Advanced Videography	
BRDC 477	Broadcast Performance	
SPMC 350	Sports Data Visualization and Analytics	
SPMC 460	Advanced Sports Data Analysis	
JOUR 307	Data Journalism	
ADPR 358	UX/UI Design	
ADPR 362	Digital Content Strategy	
ADPR 434	Digital Insight & Analytics	
ADPR 458	Interactive Media Design	
ADPR 484	Brands & Branding	
Credit Hours Subtotal:		6

Total Credit Hours **15**

Grade Rules

No grades less than a C will apply.

Pass/No Pass

No course may be taken pass/no pass

SPMC 150 Introduction to Sports Media and Communication

Description: Examines the primary concepts and conflicts in contemporary sports communication.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Prerequisite for: ADPR 323; ADPR 329; ADPR 333; ADPR 339; ADPR 350; ADPR 355; ADPR 357; ADPR 358; ADPR 360; ADPR 361; ADPR 362; ADPR 381; ADPR 429; ADPR 439; ADPR 481; ADPR 484; BRDC 327; BRDC 328; BRDC 329; BRDC 359; BRDC 369; BRDC 372; BRDC 374; BRDC 375; BRDC 376; BRDC 380; BRDC 427; BRDC 429; BRDC 477; JOMC 352; JOUR 302; JOUR 303; JOUR 304; JOUR 305; JOUR 307; JOUR 326, SPMC 326; JOUR 346; JOUR 408; SPMC 250; SPMC 350; SPMC 450; SPMC 460

SPMC 189H Issues and Ethics in Sports: Cheaters, Billionaires and Mega Media: American Sports in the 21st Cent

Prerequisites: Good standing in the University Honors Program

Description: Examine issues and ethics in a variety of sports institutions, including college and professional sports, the media, the business of sports, and the role fans play in these dynamics.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Offered: FALL

ACE: ACE 8 Civic/Ethics/Stewardship

SPMC 191 Special Topics

Notes: 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree

Description: Topics vary each term.

Credit Hours: 1-4

Min credits per semester: 1

Max credits per semester: 4

Max credits per degree: 12

Grading Option: Graded

SPMC 250 Beginning Sports Writing for News and Promotion

Prerequisites: SPMC 150 and JOUR 200A with grade of C or better in both.

Description: Introduction to a variety of writing styles and techniques to develop effective sports-oriented communications for diverse audiences and media.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Offered: FALL/SPR

Prerequisite for: ADPR 323; ADPR 329; ADPR 333; ADPR 339; ADPR 350; ADPR 355; ADPR 357; ADPR 358; ADPR 360; ADPR 361; ADPR 362; ADPR 381; ADPR 429; ADPR 439; ADPR 481; ADPR 484; BRDC 327; BRDC 328; BRDC 329; BRDC 359; BRDC 369; BRDC 372; BRDC 374; BRDC 375; BRDC 376; BRDC 380; BRDC 427; BRDC 429; BRDC 477; JOMC 352; JOUR 302; JOUR 303; JOUR 304; JOUR 305; JOUR 307; JOUR 326, SPMC 326; JOUR 346; JOUR 408; SPMC 350; SPMC 450; SPMC 460

ACE: ACE 1 Writing

SPMC 291 Special Topics

Notes: 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree

Description: Topics vary each term.

Credit Hours: 1-4

Min credits per semester: 1

Max credits per semester: 4

Max credits per degree: 12

Grading Option: Graded

SPMC 326 Sports Writing and Reporting

Crosslisted with: JOUR 326

Prerequisites: JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, SPMC 250 or JOUR 200B with a C or higher

Description: The importance of good sports reporting through clear writing and its importance to readers; the principles of different types of sports stories; how to think critically about sports media; and how the fundamentals of good reporting and writing apply to sports.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

SPMC 350 Sports Data Visualization and Analytics

Prerequisites: JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher

Description: Using brainpower and software to understand and analyze raw data related to sports.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Offered: FALL/SPR

Prerequisite for: SPMC 460

SPMC 391 Special Topics

Notes: 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree

Description: Topics vary each term.

Credit Hours: 1-4

Min credits per semester: 1

Max credits per semester: 4

Max credits per degree: 12

Grading Option: Graded

SPMC 450 Sports Media and Communication Capstone

Prerequisites: JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; senior standing and permission code

Description: Apply sports media and communication skills and knowledge to a team- and project-based learning challenge that culminates in a real-world presentation or publication.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

ACE: ACE 10 Integrated Product

Course and Laboratory Fee: \$40

Experiential Learning: Case/Project-Based Learning

SPMC 460 Advanced Sports Data Analysis

Prerequisites: JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; SPMC 350 or JOUR 307; junior standing

Description: Study the problems of classification, the issues involved and the steps to apply machine learning to problems in communicating sports data. Specific focus is on creating explanatory content - written and graphical - using predictive algorithms applied to games, leagues and sports gambling.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

SPMC 464 Sports Media Relations & Promotions

Crosslisted with: ADPR 464, ADPR 864, SPMC 864

Prerequisites: JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; junior standing

Description: Issues in sports media relations and integrated marketing communications. Background of the unpredictable nature of the sports industry and the relationships with its various publics and the media.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

SPMC 491 Special Topics

Notes: 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree

Description: Topics vary

Credit Hours: 1-4

Min credits per semester: 1

Max credits per semester: 4

Max credits per degree: 12

Grading Option: Graded

SPMC 496 Independent Study in Sports Media and Communication

Prerequisites: Permission

Description: Independent study; topic and assignments to be arranged between a student and supervising faculty member.

Credit Hours: 1-24

Min credits per semester: 1

Max credits per semester: 24

Max credits per degree: 24

Grading Option: Graded with Option

SPMC 499H Honors Course

Prerequisites: Good standing in the University Honors Program or by permission

Notes: Candidate for degree with distinction or high distinction or highest distinction in the College of Journalism and Mass Communications.

Description: Independent research/creative activity project; topics vary.

Credit Hours: 1-4

Min credits per semester: 1

Max credits per semester: 4

Max credits per degree: 4

Grading Option: Graded